WATCHFIRE AND INTERWOVEN PARTNER BRIEF

Watchfire and Interwoven are helping organizations create, manage, and control their ever-expanding web content. With Watchfire and Interwoven, organizations can ensure they will reduce the time required to deploy content, increase productivity, mitigate risk exposure, and enhance the corporation's ability to drive a Return on Investment (ROI) from their web properties.

COMPREHENSIVE SOLUTION

Watchfire provides organizations with comprehensive Website Management solutions that enable decision-makers to gain competitive advantage. Our analysis of business-critical content enables ebusinesses to identify key issues that affect user experience, online risk, and ebusiness operational costs. Our solutions contribute to the effective management of ebusinesses for profitability. More than 50% of the Fortune 500 companies rely on Watchfire to optimize their ebusiness success.

Watchfire® WebXM™ is a comprehensive website management solution delivering ebusiness content analysis critical to understanding the issues that affect web content quality, online risk, and web operational costs. WebXM addresses the most scalable and complex web environments while analyzing the broadest set of site-related content issues. Its content testing, analysis, and reporting capabilities enable organizations to better control their enterprise websites while integrating into existing ebusiness architectures and workflows. Interactive reports provide users with diverse perspectives into key website issues, such as content defects; searchability and accessibility; privacy compliance; and website standards compliance.

Interwoven TeamSite™ helps companies manage the development, testing, deployment, and transformation of large business-critical websites. Interwoven manages content effectively and efficiently to help users build successful websites. It provides the core content management and collaboration functions for moving business processes to the Web. As a central component of the Content Infrastructure system, TeamSite enables parallel development, supports all content creation tools, eliminates content retrofit, enables whole-site versioning, and provides world-class ease-of-use.

## WATCHFIRE & INTERWOVEN INTEGRATION

Interwoven integration is an add-on solution to Watchfire® WebXM™. This add-on solution enables organizations to integrate Watchfire's website management software into their TeamSite environment. Web teams (Web application developers, graphic artists, Web publishers, and business professionals) collaborate while developing, testing, staging, and versioning these large commerce websites. Watchfire's automated content testing solutions will enable these developers to check that their site has no defects and that interactions are working as designed, and to apply metadata for accessibility and searchability.

Watchfire / Interwoven Integration
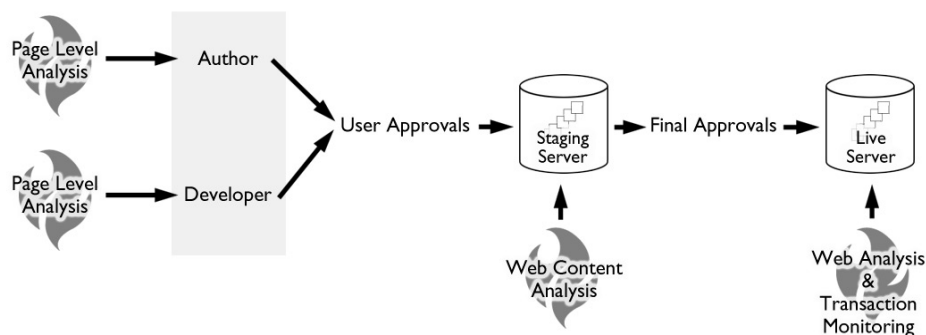
From inside the TeamSite user interface, users have the ability to select a number of files or directories to be scanned and launch Watchfire's software from the pull-down menus. Watchfire's solutions will scan the files or directories selected for website management issues.

The desktop TagXM component will update the selected files with metadata either on an individual basis or through batch file processing. TeamSite users will have the ability to integrate the desktop ContentXM component scans as part of a workflow. This, for example, would allow the workflow system to create a task for an approver that would check the content and verify content integrity of a document before it is posted to a live or staging environment.
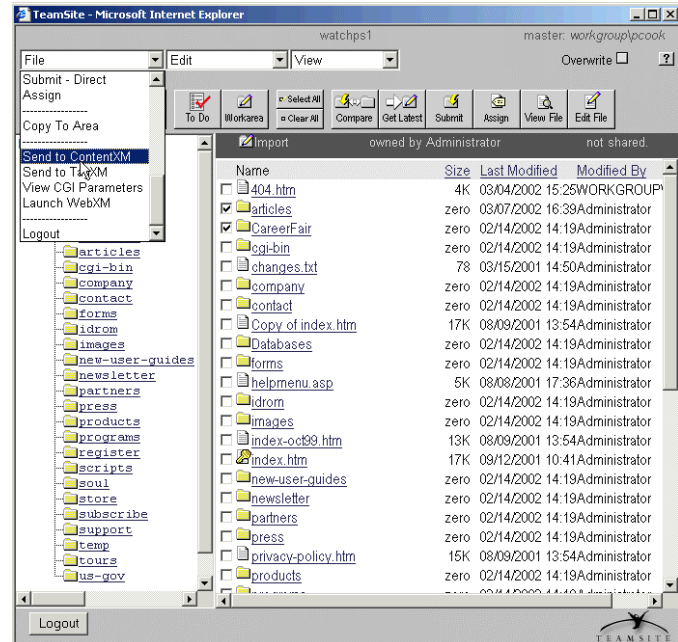
In this example, a manager is creating a task in TeamSite to ensure content contributors scan and analyze content with Watchfire's ContentXM component.
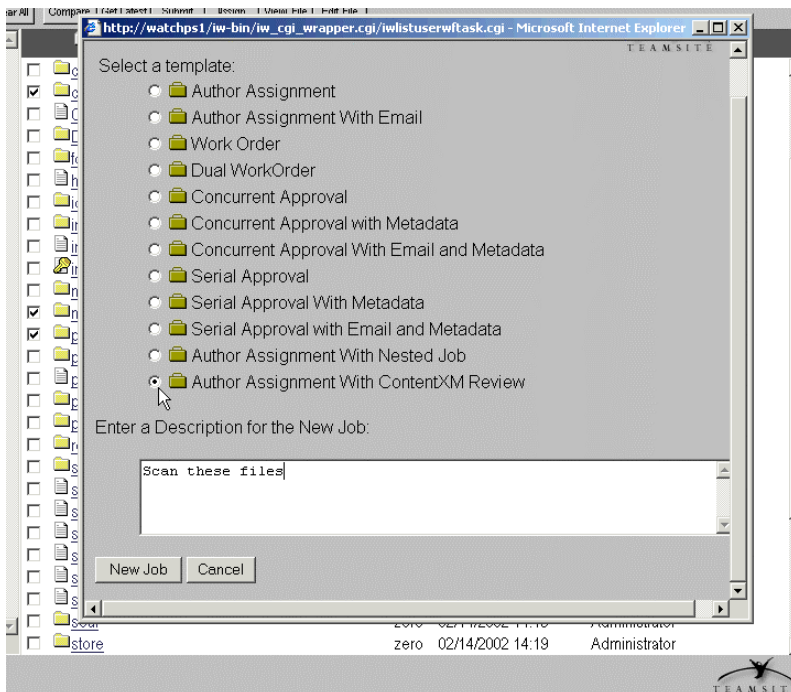
THE 3 KEYS TO WEBSITE MANAGEMENT

Website Management is the analysis of an ebusiness website from a user's perspective to help gain insight and control over all of the issues and defects that a visitor could encounter when interacting with a website. The three keys to effective Website Management are improving the user experience, mitigating online risk, and reducing ebusiness operational costs.

MITIGATE ONLINE RISK AND EXPOSURE

Your Web properties are a key business asset, but they also represent a significant risk from litigation, government intervention, brand erosion, and consumer backlash. As websites grow and change, risk problems associated with privacy, accessibility, and brand integrity can be spread across thousands, if not millions, of web pages. Manually auditing and monitoring these issues is costly, inefficient, and virtually impossible.

- **Accessibility**. Provides an analysis of potential problematic accessibility areas, such as missing ALT text on images, style sheet dependence, server-side image maps, and pages with multimedia.
- **Corporate standards**. Provides customized compliance reports on profanity, copyright info, the links to the home page, disclaimers, usability standards, and organization-specific standards you need to look for.
- **Privacy management**. Identifies information collection, use, and potential sharing practices, helping you avoid potential privacy glitches.
- **External dependencies**: Identifies the architecture of the site, including all 3rd party links

IMPROVE USER EXPERIENCE

Users are becoming more knowledgeable and more demanding of the sites they visit. The overall perception of your organization is now inexplicably tied to your website. Yet many organizations today lack insight into what users are experiencing on their site and have no means of finding the issues that can prevent user success and drive them away. Do you know why users are leaving your site? When users can find information, complete a transaction, and not wait an eternity for your site to download, they are more likely to feel good about your site and come back.

- **Site defects.** Locates site defects that directly affect visitor success, such as broken links, spelling errors, and broken anchors.
- **Interaction defects**. Tests user site interactions to monitor that they're working properly.
- **Design effectiveness**. Provides an analysis on the overall design effectiveness so you can focus on issues regarding the design of the site and the effectiveness of the content, rather than having to consider whether the site is working as designed.
- **Searchability**. Provides an analysis of critical search elements so you can improve your search engine ranking and enterprise search capabilities.

REDUCE OPERATIONAL COSTS

When organizations are faced with "doing more with less", it's important to have solutions in place that can improve the effectiveness of your business and reduce operational costs. Current manual testing methods are often incomplete and ineffective on large dynamic sites. Decentralized web development can often lead to a lack of formalized standards across multiple Web properties, which in turn leads to minimal measurement, accountability, or enforcement. Organizations typically use multiple technologies to support their ebusiness, and must look for solutions that integrate into existing workflows.

- **Automating** timely and expensive manual QA efforts
- **Site management**. Identifies your website's architecture so you can better manage your website resources.
- **Traffic analysis**. Provides traffic analysis data so you can correlate traffic patterns with problem pages and prioritize website repairs. (Traffic module of WebXM)